

## News Release

# U of M Crookston Students Place 5th at Marketplace for Entrepreneurs

By Kenneth Johnson, Elizabeth Tollefson on Friday, January 26, 2007

CROOKSTON, Minn. (January 24, 2007) – University of Minnesota, Crookston senior



Kari Schad and April Thorstad

April Thorstad Edmore, N.D., and junior Kari Schad, Syracuse, N.Y., placed fifth at the business plan competition at the Marketplace for Entrepreneurs in Fargo, N.D. Their plan was one of 27 presented during the Business Opportunity and Self Employment Search (B.O.S.S) competition. Judges acted as our potential investors and presenters had to convince them to invest in the company's business plan.

According to Thorstad, who is majoring in equine science and business management/marketing: "The contest helped me meet individuals who could help further my entrepreneurship interests and the judges helped pick out key elements to review when writing a business plan."

Schad also found the experience rewarding: "I really liked the real world experience the B.O.S.S. competition provided for me," she said. "Our judges, made up of prominent business people and a mayor, gave us great insight from their experiences in business and suggested ways to make effective changes so our plan would succeed." Schad is a business management major with an emphases in entrepreneurship and small business and marketing.

Students in Free Enterprise (SIFE) also hosted a booth at the Marketplace in Fargo, providing an opportunity for club participants to network and learn about innovative business ventures throughout the region.

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